

## ORDER



**Orders**  
**Order / Rev:** 704356  
**Alt Order #:** 06262007  
**Product Desc:** AMERICANS FOR PROS  
**Estimate:** 1856  
**Flight Dates:** 08/08/12 - 08/14/12  
**Original Date / Rev:** 08/03/12 / 08/06/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Americans For Prosperity  
**Demographic:** A50+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	38	\$6,090.00	\$5,176.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	38	\$6,090.00	\$5,176.50	0.00
<b>Totals</b>	<b>38</b>	<b>\$6,090.00</b>	<b>\$5,176.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	8%	\$6,090.00
Market	100%	\$76,125.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$3,806.25
WCWJ	0%	\$0.00
WJXT	30%	\$22,837.50
WTEV	27%	\$20,553.75
WTLV	30%	\$22,837.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/08/12	08/10/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-- 222--	:30	6	\$115.00	P-3	0.00	NM	6	\$690.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-- 222--			6			\$115.00		0.00			
2	WJXX	08/08/12	08/10/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-- 222--	:30	6	\$125.00	P-3	0.00	NM	6	\$750.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-- 222--			6			\$125.00		0.00			
3	WJXX	08/08/12	08/10/12	Nightline Nightline	CM	M-F 11:35p-12:05a - WTF--	--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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Advertiser:	Americans For Prosperity
Product Desc:	AMERICANS FOR PROS
Estimate:	1856

**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	08/08/12	08/10/12	Nightline Nightline	CM	M-F 11:35p-12:05a	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
	Week:	08/06/12	08/12/12	--WTF--		3				\$200.00			0.00		
4	WJXX	08/08/12	08/12/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	--WTFSS	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
	Week:	08/06/12	08/12/12	--WTFSS		5				\$200.00			0.00		
5	WJXX	08/12/12	08/12/12	First Coast News On Point First Coast News On Point	CM	First Coast News C	-----S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
	Week:	08/06/12	08/12/12	-----S		1				\$40.00			0.00		
6	WJXX	08/12/12	08/12/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
	Week:	08/06/12	08/12/12	-----S		1				\$150.00			0.00		
7	WJXX	08/13/12	08/14/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	22-----	:30	4	\$115.00	P-3	0.00	NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
	Week:	08/13/12	08/19/12	22-----		4				\$115.00			0.00		
8	WJXX	08/13/12	08/14/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	22-----	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
	Week:	08/13/12	08/19/12	22-----		4				\$125.00			0.00		
9	WJXX	08/13/12	08/14/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	22-----	:30	4	\$275.00	P-3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
	Week:	08/13/12	08/19/12	22-----		4				\$275.00			0.00		
10	WJXX	08/13/12	08/14/12	Nightline Nightline	CM	M-F 11:35p-12:05aMT	-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
	Week:	08/13/12	08/19/12	MT-----		2				\$200.00			0.00		
11	WJXX	08/13/12	08/14/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
	Week:	08/13/12	08/19/12	MT-----		2				\$200.00			0.00		

Totals	38	\$6,090.00
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